



THE CITY OF SAN DIEGO MANAGER'S REPORT

DATE ISSUED: August 1, 2001 REPORT NO. 01-173

ATTENTION: Honorable Mayor and Members of the City Council
Docket of August 7, 2001

SUBJECT: Authorization for the expenditure of \$25,000 in North Bay Redevelopment Project Tax Allocation Bond Proceeds for 160 Street Banners for the North Bay Redevelopment Project Area ("Midway Banners") and authorization for the Redevelopment Agency to enter into an Agreement with the North Bay Association to provide and install such banners.

SUMMARY:

Issue - Should the City Council make certain findings with respect to the Redevelopment Agency expending \$25,000 in North Bay Redevelopment Project Tax Allocation Bond Proceeds for 160 Street Banners for the North Bay Redevelopment Project Area ("Midway Banners") and authorizing the entry of the Redevelopment Agency into an Agreement with the North Bay Association to provide and install such banners.

City Manager's Recommendation – That the City Council:

Make certain findings that the purchase and installation of 160 street banners is of benefit to the North Bay Redevelopment Project Area; that no other reasonable means of financing the banners are available to the community; that the payment of funds for such banners will assist in the elimination of blighting conditions inside the project area; and that the proposed banners are consistent with the Redevelopment Plan adopted for the Project Area on May 18, 1998 and the Five-Year Implementation Plan adopted May 4, 1998 and amended on March 27 and June 19, 2001.

Fiscal Impact - The Redevelopment Agency's contribution to the cost of purchasing and installing the Midway Banners is estimated to be no more than \$25,000.

Environmental Impact - This activity is exempt from California Environmental Quality

Act (CEQA) pursuant to the State CEQA Guidelines, Section 15061 (b)(3).

BACKGROUND:

The North Bay Association, a non-profit community organization representing the local Business Improvement District (BID), has developed a plan to enhance the appearance of local commercial streets with the addition of 160 vinyl street banners (30" X 96") to hang from existing light poles along the following streets: Midway Drive, Sports Arena Boulevard, Rosecrans Street, Camino Del Rio West and West Point Loma Boulevard (Attachment 1). The banners will include four (4) historical themes reflecting community pride in the North Bay area (Attachment 2).

As per the Agreement, the North Bay Association will procure both the banners and hardware and have them installed using Agency funding.

DISCUSSION:

These public improvements are intended to enhance the overall physical appearance of the North Bay commercial area and to remove blighting conditions by creating a sense of place and showing visitors that local businesses care about and are vested in the community. This, in turn, will encourage more consumer activity, and businesses will be further encouraged improve their facades. Lower commercial vacancy rates and increased lease rates are expected to result as such enhancements make the area more attractive to new customers and merchants.

State law requires that certain findings be made by the City's Redevelopment Agency prior to the expenditure of Redevelopment Agency funds for public improvements. Attachment 3 recites the proposed findings with respect to the benefits of the proposed Midway banners to the North Bay Redevelopment Project Area, the unavailability of other reasonable means to finance the proposed banners, how the proposed banners will assist in the elimination of blighting conditions inside the Project Area and that the Midway banners are consistent with the Redevelopment Plan and are listed in the Second Amendment to the Five-Year Implementation Plan.

The North Bay Project Area Committee (PAC) reviewed this project at its meeting on June 6, 2001. Notice of their discussion was posted publicly in the project area and mailed out to members of the community beforehand. After discussion at the June 6th meeting, the PAC passed a motion unanimously in favor of recommending to the Agency that it expend \$25,000 in North Bay Redevelopment Bond Proceeds to fund the purchase and installation of the proposed 160 Midway street banners.

A total of \$13.0 million in North Bay Redevelopment Tax Allocation Bonds, Series 2000, were issued last October for project area improvements. Monies from this bond issue are available and eligible for the proposed Midway banners. Such enhancements will benefit the North Bay

Redevelopment Project and further implement the goals and objectives of the Five-Year Implementation Plan as a public improvement to enhance the physical conditions of the area.

Respectfully submitted,

Hank Cunningham
Director
Community and Economic Development

Approved: Bruce A. Herring
Deputy City Manager

HOOKS / JRD

Note: Attachments 1 and 2 are not available in electronic format. A copy is available for review in the Office of the City Clerk.

Attachments: 1. Maps of proposed banner locations
2. Illustrations of four banner designs
3. Findings